

ORDER



Orders
Order / Rev: 708397
Alt Order #: 06290639
Product Desc: KLINE FOR CONGRESS
Estimate: 213
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 11/05/12 / 11/05/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Stevens Reed Curcio & Potholm Medi
Buying Contact:
Billing Contact:
 201 North Union Street, Suite 200
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: JOHN KLINE/R/CON/MN
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-4
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	38	\$29,485.00	\$25,062.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	38	\$29,485.00	\$25,062.25	0.00
Totals	38	\$29,485.00	\$25,062.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	24%	\$29,485.00
Market	100%	\$122,854.17

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	11%	\$13,513.96
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	14%	\$17,199.58
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	51%	\$62,655.62
WFTC	0%	\$0.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
17	KARE	11/03/12	11/03/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$585.00	P-4	0.00	NM	0	\$0.00
SAT 5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$585.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KARE	10/29/12-11/04/12		Sat 5-530p	5-530P		-----Sa--	:30	(\$585.00)	0.00	NM				
Credited [CR]															
36	KARE	10/30/12	11/05/12	M-F 1-2p Rachel Ray	CM	1P-2P	11111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$250.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$250.00		0.00						
37	KARE	10/30/12	11/02/12	Days of Our Lives Days of Our Lives	CM	12-1p	-TWTF--	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWTF--	2		\$300.00		0.00						
38	KARE	10/30/12	11/05/12	M-F 2-3p The Doctors	CM	2P-3P	12111--	:30	6	\$300.00	P-4	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-2111--	5		\$300.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$300.00		0.00						
39	KARE	10/30/12	11/01/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-TWT---	:30	3	\$525.00	P-4	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT---	3		\$525.00		0.00						
40	KARE	10/30/12	11/02/12	M-F 430-5p Jeopardy	CM	430-5P	--W-F--	:30	2	\$1,350.00	P-4	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W-F--	2		\$1,350.00		0.00						
41	KARE	10/30/12	11/01/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-TWT---	:30	2	\$1,975.00	P-4	0.00	NM	2	\$3,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT---	2		\$1,975.00		0.00						
42	KARE	10/30/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11111--	:30	5	\$1,975.00	P-4	0.00	NM	5	\$9,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-1111--	4		\$1,975.00		0.00						
Week:		11/05/12	11/11/12	1-----	1		\$1,975.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5	KARE	11/05/12-11/11/12		M-F 6-630p	6-630p		M-----	:30	\$1,800.00	0.00	NM				
43	KARE	10/30/12	11/01/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-TWT---	:30	3	\$1,000.00	P-4	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT---	3		\$1,000.00		0.00						
44	KARE	10/30/12	11/01/12	Today Show Today Show	CM	7-9a	-TWT---	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-TWT---	3		\$900.00		0.00						
N45	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	KARE 11 6 News	-----S-	:30	1	\$1,450.00	P-4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$1,450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KARE	10/29/12-11/04/12		Sat 6-630p	KARE 11 6 News		-----Sa--	:30	(\$1,450.00)	0.00	NM				
Credited															
47	KARE	10/30/12	11/02/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	-TWTF--	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00

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47	KARE	10/30/12	11/02/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	- TWTF - -	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		1				\$350.00		0.00			
48	KARE	10/30/12	11/02/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	- TWTF - -	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		1				\$100.00		0.00			
49	KARE	10/30/12	11/02/12	KARE News (repeat) KARE News (repeat)	CM	105-135a	- TWTF - -	:30	1	\$135.00	P-4	0.00	NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- TWTF - -		1				\$135.00		0.00			
50	KARE	11/06/12	11/06/12	M-F 2-3p The Doctors	CM	2P-3P	- T - - - - -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	- T - - - - -		1				\$175.00		0.00			
N51	KARE	11/06/12	11/06/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	- T - - - - -	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	- T - - - - -		1				\$350.00		0.00			
N52	KARE	11/06/12	11/06/12	Today Show Today Show	CM	7-9a	- T - - - - -	:30	1	\$1,000.00	P-4	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	- T - - - - -		1				\$1,000.00		0.00			
N53	KARE	11/04/12	11/04/12	Entertainment Tonight Entertainment Tonight	CM	Entertainment Ton	- - - - - S	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	- - - - - S		1				\$100.00		0.00			
													Totals	38	\$29,485.00